Import dip cuts July sales total

Light domestics up 2% for month

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Light-duty truck sales in the United States during July fell off their record-setting pace because of the continuing decline in the import side of the market.

Overall, industry sales of 416,469 light-duty vehicles were down only 7,148 units, or 1.69 percent, from July 1987. However, sales in the import segment, totaling 63,187, were off 14,942 units, or 19.12 percent, from a year ago. Domestic sales were 353,282, up 7,794 units or 2.26 percent.

For the January-July period, sales of 2,943,853 light trucks led last year's 2,766,141, the previous record.

Overall, domestic manufacturers continued to increase both their sales and market share, though the effects of thinning inventories in some product lines took their toll on Ford Motor Co. and Chrysler Motors.

Ford's 121,289 retail deliveries last month were off 2.0 percent from like 1987. Year-to-date for the January-July period, Ford's sales of 888,215 light-duty vehicles were up 6.53 percent over 1987.

Similarly, Chrysler's sales of 66,872 for the month were off 2.10 percent from a year earlier. On a year-to-date basis, Chrysler's 484,110 sales were up 14.71 percent over last year.

Chevrolet, with sales up 2.97 percent for the month and 15.79 percent for the seven-month period, continued to make a strong comeback. Its July sales, totaling 112,499, were within 8,790 units of Ford, whereas a year ago it trailed Ford by 14,547 units.

Full-sized pickups have, of course, been the major driving force at both companies, and they were up again in July.

Ford and Chevy combined sold 660,573 full-sized pickups during the first seven months of this year, 104,452 more than last year.

GMC, with a strong 16.50 percent gain on sales of 32,159 trucks in July, has also been scoring big gains with its Sierra line. July sales of that model, up 29.13 percent over last year, helped GMC to a gain of nearly 20,000 units in the full-sized pickup segment for the seven-month period: 86,265 units vs. 66,499 a year earlier.

GMC's overall year-to-date sales of 213,301 light duties were up 18.47 percent from last year.

Jeep continued to tear up the market. Its July sales of 20,463 trucks were up 23.92 percent; its 144,567 sales for the seven months were up 22.48 percent.

LIGHT-DUTY TRUCK SALES

	July 1988	July 1987	7 Mos. 1988	7 Mos. 1987
Vans	14,695	15,906	113,589	109,128
Aerostar	17,978	16,815	113,294	97,623
Club Wagon	1,557	2,030	16,692	16,678
Ranger	28,707	29,942	183,989	198,401
Bronco	3,996	3,689	31,784	28,816
Bronco II	11,112	12,935	72,776	69,542
Pickups	43,244	42,489	356,091	313,548
Ford	**121,289**	**123,806**	**888,215**	**833,736**
Vans	11,436	10,742	80,584	64,447
Sportsvan	799	1,052	8,811	7,316
Astro	13,847	15,329	101,593	90,482
S-10	22,245	22,156	145,139	137,865
S-10 Blazer	15,803	14,492	86,725	86,777
El Camino	8	1,553	420	8,249
Blazer	1,883	2,499	16,526	17,148
Suburban	5,770	5,501	39,961	32,619
Pickups	40,708	35,935	304,462	242,573
Chevrolet	**112,499**	**109,259**	**786,241**	**687,676**
Vans	4,840	6,721	36,776	42,156
Ram Wagon	1,840	2,370	16,077	19,233
Voyager	18,279	16,402	123,398	80,493
Caravan	20,033	17,033	133,142	85,408
Mini Ram Van	1,885	1,346	12,617	8,235
Ram 50	3,936	6,289	36,101	41,185
Raider	483	1,427	2,968	10,919
Ramcharger	1,418	1,089	11,597	14,189
Dakota	7,886	8,111	57,800	61,995
Pickups	6,292	6,487	52,634	58,212
Chrysler	**66,872**	**68,306**	**484,110**	**422,026**
Vans	4,011	3,628	29,029	23,023
Safari	3,213	3,062	21,213	19,378
S-15	5,156	4,528	31,045	29,084
S-15 Jimmy	3,762	3,140	23,871	20,922
Jimmy	530	627	4,551	4,727
Caballero	0	191	60	1,048
Suburban	1,983	1,710	13,931	11,269
Pickups	13,059	10,113	86,265	66,499
P Model	315	458	2,476	3,248
W-4	130	148	860	844
GMC	**32,159**	**27,805**	**213,301**	**180,842**
Wrangler/CJ	3,463	2,551	25,171	17,634
Wagoneer	578	958	5,067	7,353
Cherokee	12,016	8,757	82,367	61,421
Grand Wagoneer	1,232	1,090	7,778	7,439
Comanche	3,174	3,049	24,023	23,213
J-10/J-20	0	108	221	977
Jeep	**20,463**	**16,513**	**144,567**	**118,037**
Toyota	25,702	30,873	147,011	185,628
Nissan	13,312	14,862	97,973	130,355
Mazda	6,870	11,433	56,905	71,956
Isuzu	7,566	7,756	46,762	53,362
Mitsubishi	3,134	4,478	27,269	29,966
Suzuki	6,327	8,365	37,548	31,277
Subaru	0	55	9	1,052
Range Rover	276	307	1,852	1,029
Imports	**63,187**	**78,129**	**417,419**	**524,626**
Industry Total	**416,469**	**423,617**	**2,943,853**	**2,766,141**

Compiled by Karen Dabkowski

Truck surge means gold for aftermarket

By Mary Klein
SPECIAL CORRESPONDENT

CHICAGO — Sales of light trucks will continue to grow into the 1990s, creating a booming market for accessories and parts.

That is the prediction of three experts who spoke at the Automotive Parts and Accessories Association show here.

Judith Broseker, managing director of market research for the association, said light trucks could account for nearly half of new-vehicle sales by the next decade, up from one-third currently.

That will fuel demand for light-truck accessories and equipment.

"A General Battery study indicates that 82 percent of light-truck owners plan to buy some accessory or equipment for their trucks within the year," she said.

The most popular items are heavy-duty shocks, off-road tires and wheels, driving/fog lights, heavy-duty springs, lift kits, roll bars, grille guards, exhaust headers and electric winches.

The average buyer of those trucks and accessories is a 36-year-old male with an income of $34,500 and some college education. He uses his truck as the primary household vehicle, Broseker said.

The average minivan owner fits the description of a typical station wagon owner — a married man with a median household income of $45,400 who uses the minivan to drive to and from work.

Those owners tend to buy functional accessories such as floor mats, fog lights, security devices and stereo equipment, Broseker said.

In contrast, owners of sport-utility vehicles have a profile similar to luxury-car owners. They are predominantly men with an average household income of $79,000 and they drive their vehicles for fun.

Sport-utility owners often purchase such items as pinstriping, extra lights, fancy seat covers and stereo sound systems.

While the demand for accessories and parts for new light trucks is growing, it is just the tip of the sales iceberg, said James Pedranti, senior vice president of Sparkomatic Corp., Milford, Pa.

As those light trucks age, "We are creating a used-truck market that doesn't really exist today," he said.

In the near future, young buyers who cannot afford a new light truck will find a wide variety of used models. Buyers of used light trucks constitute a prime aftermarket group, Broseker said.

"Research has shown that vehicles in the 3-to-10-year-old age group tend to receive more attention in terms of repairs, accessorizing and customizing than newer or older vehicles," she said.

In 1987, there were about 27 million light trucks in the 3-to 10-year-old age category, comprising 59 percent of the light-truck population.

Over the next few years, an average of 2.5 million light trucks will be added to that group each year, she predicted.

Pedranti said that, in the future, the pickup truck aftermarket might become larger than the car market and that truck accessories will be used on cars.

The light-truck market also is booming in Canada, said Al Smitko, merchandise manager for Canadian Tire Corp.

Canada now has 2.5 million trucks registered, comprising 22.4 percent of all registered vehicles. Between 1983 and 1986, truck registrations grew 43.3 percent, compared with 25 percent for cars.

The fastest-selling light-truck accessories in Canadian Tire stores are truck bed mats and liners, followed by truck boxes, tailgate protectors, running boards and custom wheels, Smitko said.

He urged accessory retailers to keep a full inventory of products because "our customers demand convenience and service and usually will not wait to receive merchandise." The temperament of those people favors the accessories and parts business.

The buyers have "a high degree of one-upmanship, to see who can keep up with the latest trends or products on the market," Smitko concluded.

Light-truck makers increase emphasis on 'work' models

Look for competition in the commercial end of the light-truck market to heat up this fall as manufacturers tout the work-related capabilities of their pickups and vans more strongly.

Chevrolet will make an unprecedented pitch for commercial business, beginning with its Sept. 13-16 national dealer convention where it will devote a significant portion of its show to that market.

"Our attempt to control a portion of the commercial market is something we haven't done before," said Bill Ames, Chevrolet manager of truck merchandising.

Chevrolet has some "very aggressive advertising/merchandising programs" planned for its commercial vehicles and also has been working with the National Truck Equipment Association to improve the adaptability of its trucks for special-purpose work bodies.

The other major players in the commercial end of the light truck market are GMC, Ford, Dodge, Toyota and Nissan.

All will introduce new or improved products for commercial use this fall, and all have varying aspirations for improving what already is a growing part of their sales.

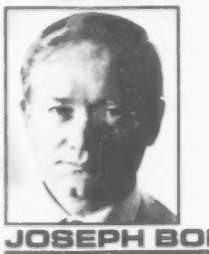
Each of the major manufacturers lays claim to some special forte in that market.

Ford, for example, has its strong lineup of multiport fuel-injected engines, including two of the industry's largest units, a 7.5-liter gas and a 7.3-liter diesel light-truck engine.

Chrysler will get a big boost from its new Cummins turbodiesel, being offered in three-quarter and one-ton pickups, and the fuel injection of its remaining V-8s. It also has some other new commercial truck models.

Toyota has a one-ton pickup and cab-chassis models, already sporting the largest gross vehicle weights on the import side, which will get more power this fall.

TRUCKING TRENDS



JOSEPH BOHN

Among importers, Toyota has the most complete line of commercial model trucks.

However, Nissan plans to build on the cost/price advantage it has in assembling its pickups in the United States. It will also offer expanded availability of its V-6 engine.

General Motors, of course, has the broadest range of light trucks and is fully competitive in that market. One of its unique claims is having the largest 4.3-liter V-6 in a compact pickup or van. Availability of that engine is being expanded this fall.

Taken in total, commercial trucks account for about one-quarter of the industry's light-truck sales. The fleet market accounts for about 15 percent of that market and non-fleet sales for roughly another 10 percent, according to Ames.

Full-sized vans and three-quarter-ton and one-ton pickups tend to be the most commercially oriented of the models in the light-truck field.

However, a lot of smaller pickups and minivans are being used for service businesses. Service businesses have, of course, been the fastest-growing segment of the U.S. economy.

There are indications that the important commercial segment is also drawing the attention of additional importers that haven't been very active in it. There are at least a couple of other new models from other importers due this fall that will appeal to this market.

Generally, importers have been hampered by the 25 percent duty on their light pickup trucks.

On the van side, their products have sold well enough as passenger models that they really haven't had to draw too strong a bead on the commercial market.

That will change, though, as more new small vans are launched and extra production capacity is added in the industry to create more competition in what has essentially been a seller's market.

The industry hasn't been able to determine the upper limits of small-van demand, but it is apt to do so in the 1989 model year.

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IMPORT SALES BY MODEL

	July 1988	July 1987	7 Mos. 1988	7 Mos. 1987
ACURA	11,064	9,867	72,357	38,538
Integra	5,521	4,788	33,580	33,140
Legend	5,543	4,889	38,717	28,668
ALFA ROMEO	339	630	3,047	4,052
Milano	147	291	1,769	1,633
Spider	192	339	1,278	2,419
AUDI	1,846	4,582	13,381	29,449
4000S	10	2,891	187	6,279
4000CS Quattro	2	575	65	1,035
5000S	640	474	4,257	15,366
5000CS Turbo	63	132	757	2,887
5000CS Turbo Quattro	72	142	910	2,219
80	401	0	3,489	0
90	334	0	3,401	0
100/200	71	0	71	0
100/200 Quattro	23	0	23	0
Coupe GT	12	347	230	1,003
BMW	5,913	7,871	40,668	50,859
318i	0	0	8	15
524 TD	0	1	3	27
325	2,838	4,941	21,872	33,545
325e	1,230	832	5,928	5,729
535i/535iS	401	654	3,228	4,273
5-Series	182	150	1,209	1,149
7-Series	1,338	1,016	7,473	5,236
M3	125	187	1,094	951
M5	49	29	234	174
M6	49	61	319	405
CHEVROLET	10,484	12,409	74,840	72,488
Spectrum	5,135	7,924	48,852	44,204
Sprint	4,359	4,485	25,988	28,284
CHRYSLER/MITSUBISHI	8,341	12,946	69,164	79,522
Colt	5,709	9,613	50,918	47,455
Conquest	1,001	1,038	5,980	7,404
Vista	1,631	2,295	12,266	24,663
DAIHATSU	1,151	2,388	8,208	0
RENAULT/RENAULT	431	1,396	5,027	4,623
Alliance	401	1,396	5,027	4,623
Encore	30	0	0	0
FIAT	2,102	2,167	11,167	20,274
Fiat Strada	0	0	0	0
FORD	20,077	17,511	145,340	141,661
Escort/EXP	12,164	11,166	89,888	91,357
Festiva	4,450	4,345	27,452	26,304
Probe	3,463	2,000	28,000	23,000
Tempo/Topaz	0	0	0	0
GEO	30,423	28,172	199,553	181,367
Prizm	5,036	5,161	37,682	37,911
Spectrum	1,387	1,475	11,871	10,444
Storm	1,021	473	7,348	3,456
HONDA	1,538	1,946	11,482	12,564
Accord	1,208	1,311	8,080	8,423
Civic	330	635	3,402	4,141
ISUZU	99	70	485	1,111
JAGUAR	0	0	0	0
MAZDA	19,078	20,696	135,225	109,889
323	7,827	7,783	54,331	38,000
626	6,168	8,766	49,603	47,889
MX-6	359	0	6,294	0
929	2,383	0	15,550	0
RX-7	2,326	3,483	16,477	22,504
MERCEDES BENZ	6,880	7,109	50,946	52,520
190	1,854	1,458	10,556	10,904
260E	467	500	4,329	3,301
300	2,103	1,869	15,261	13,822
300CE/CE Turbo	1	586	88	4,206
300SEL	240	0	3,603	0
420SEL	512	1,169	5,212	8,043
560SEL	411	428	3,149	3,606
500SL	993	875	7,087	6,880
560SEC	116	124	943	1,040
Tourist	161	101	438	709
MERKUR	1,978	1,922	8,362	7,056
XR4Ti	470	817	3,037	1,825
Scorpio	1,508	1,105	5,345	2,230
MITSUBISHI	5,940	6,984	40,880	41,131
Starion	171	488	1,066	3,482
Cordia	339	320	3,634	2,428
Tredia	19	655	434	3,178
Mirage	1,298	1,388	7,075	9,857
Galant	2,132	748	11,033	6,666
Precis	1,404	2,668	12,843	11,111
Van/Wagon	523	206	3,795	4,347
NISSAN	27,746	34,647	215,662	246,131
Sentra	10,686	10,418	84,354	70,096
Pulsar	4,220	5,684	31,092	39,032
Stanza	2,417	5,528	29,542	38,185
Maxima	3,412	7,995	42,152	53,216
200SX	2,726	2,841	12,838	20,804
300ZX	1,561	2,358	13,256	22,810
Hasadi	223	222	2,448	1,896
PEUGEOT	334	453	4,016	5,293
PONTIAC LeMans	1,727	5,849	35,151	9,303
PORSCHE	1,336	2,052	10,143	14,375
924	103	232	1,605	1,739
944	774	825	2,330	1,807
944S	23	126	533	1,474
944 Turbo	120	324	1,145	1,587
911 Coupe	359	0	2,083	2,022
911 Turbo	91	153	897	956
911 Cabriolet	264	199	1,185	1,482
928S	302	188	876	1,221
SAAB	5,516	4,734	28,857	28,841
900	960	1,615	5,940	5,859
900	965	1,588	8,100	8,650
900 Turbo	889	874	5,441	6,239
9000S	824	728	2,075	2,052
9000 Turbo	632	680	4,849	4,069
SUBARU	732	1,196	612	854
Turbo	762	1,141	5,582	7,081
SUZUKI	11,471	14,296	82,486	91,950
TOYOTA	31,000	35,000	224,000	241,000
Camry	11,000	11,000	79,000	82,000
Celica	5,000	6,000	36,000	41,000
Corolla	11,000	12,000	79,000	82,000
Cressida	1,000	1,000	6,000	6,000
Supra	3,000	4,000	24,000	30,000
VOLKSWAGEN	4,000	5,000	32,000	34,000
Cabriolet	1,000	1,000	6,000	6,000
Fox	1,000	1,000	6,000	6,000
Golf/GTI	2,000	3,000	20,000	22,000
Jetta	3,000	4,000	24,000	26,000
Quantum	1,000	1,000	6,000	6,000
Scirocco	1,000	1,000	6,000	6,000
Vanagon	1,000	1,000	6,000	6,000
VOLVO	3,000	4,000	24,000	26,000
240 Series	2,000	3,000	18,000	20,000
740 Series	1,000	1,000	6,000	6,000
760 Series	0	0	0	0
780	0	0	0	0
Tourist	0	0	0	0
YUGO	3,000	4,000	24,000	26,000
IMPORT TOTAL	257,000	304,000	1,791,000	1,781,000

*Volkswagen has imported some of its 5-Shift Golf and GTI cars as kits and assembled them in the U.S. after June 30, 1988.

Compiled from Ward's

SIZE CLASS SHARES, JULY 1988

	Total Sales	Pct. of Total
SUBCOMPACT	211,957	24.64
COMPACT	222,405	25.85
INTERMEDIATE	306,162	35.60
STANDARD	102,702	11.94
SPECIALITY	16,829	1.96
TOTAL	860,056	100.00

Suzuki, bank sign pact on retail loans

BREA, Calif. — American Suzuki Motor Corp.'s automotive division and Security Pacific Auto Finance of Security Pacific Bank have signed an agreement to provide financing to retail buyers of Suzuki products.

The basic non-recourse simple interest program has been launched under the Suzuki Financial Services banner for all new 1988 and 1989 automotive products. Financing includes dealer invoice plus tax, license, value-added options, credit life and extended warranty.

Security Pacific Bank is licensed to provide retail financing in all 50 states through the 21 offices of its finance subsidiary. New vehicles will be financed for terms of 36, 48 or 60 months.

"The new financing program is intended to help increase retail sales," said John Dorsey, Suzuki sales director. "The company is working to have financing opportunities readily available for our customers at competitive rates."

Dennis D. Lamont, president of Security Pacific Auto Finance, said additional services will be introduced to complement the retail financing program, including wholesale flooring, capital and construction loans.

Navistar renews Indianapolis plan

CHICAGO — Navistar International Transportation Corp. said it will go ahead with a $150 million capital improvement program at its Indianapolis engine plant after union workers approved a package of concessions.

Members of UAW Local 98 originally had voted down the contract, saying it would cost them $3 an hour in pay and benefits.

Following the first vote, Navistar announced it would not invest the $150 million in the plant and would move diesel engine assembly elsewhere, jeopardizing 2,000 jobs. That announcement put union and company negotiators back at the bargaining table.

The capital improvements will be in preparation for production of the next-generation diesel engine, beginning in 1990. Navistar has a contract with Ford Motor Co. for the engine through the year 2000.

PPG seat-belt program wins NHTSA award

PITTSBURGH — PPG Industries has received the NHTSA Public Service Award recognizing the company's campaign to increase safety-belt use among employees and the public.

The company said that since initiating a buckle up program in 1985, belt-use among the firm's U.S. employees has risen from 12 percent to 75 percent.

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AUCTION DATES

Chrysler Motors

Aug. 16 — Florida Auto Auction of Orlando, Ocoee, Fla.; Hatfield Auto Auction, Hatfield, Pa.; American Auto Auction, Walpole, Mass.; Nashville Auto Auction, Nashville, Tenn.; Denver Auto Auction, Aurora, Colo.; Golden Gate Auto Auction, Fremont, Calif.; and South Seattle Auto Auction, Kent, Wash.

Aug. 17 — Butler Auto Auction, Gibsonia, Pa., and Minneapolis Auto Auction, Plymouth, Minn.

Aug. 18 — Manheim Auto Auction, Manheim, Pa.; Aptco Auto Auction, Taylor, Mich.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Clanton's Auto Auction, Darlington, S.C.; Ark-La-Tex Auto Auction, Shreveport, La.; Salt Lake Auto Auction, Salt Lake City; and Northway Exchange, Clifton Park, N.Y.

Aug. 23 — Dallas Auto Auction, Grand Prairie, Texas; Hatfield Auto Auction, Hatfield, Pa.; Greensboro Auto Auction, Greensboro, N.C.; Riverside Auto Auction, Riverside, Calif.; and Arena Auto Auction, Chicago

Aug. 24 — Columbus Fair Auto Auction, Obetz, Ohio; A.D.E. of Birmingham, Birmingham, Ala.; and Southern Auto Auction, Warehouse Point, Conn.

Aug. 25 — Fredericksburg Auto Auction, Fredericksburg, Va.; Indianapolis Auto Auction, Indianapolis; Southwest Auto Auction, Phoenix, Ariz.; and Omaha Auto Auction, Omaha, Neb.

Aug. 26 — St. Louis Auto Auction, Bridgeton, Mo.

Aug. 30 — Florida Auto Auction of Orlando, Ocoee, Fla.; Hatfield Auto Auction, Hatfield, Pa.; American Auto Auction, Walpole, Mass.; Nashville Auto Auction, Nashville, Tenn.; Denver Auto Auction, Aurora, Colo.; Golden Gate Auto Auction, Fremont, Calif.; and South Seattle Auto Auction, Kent, Wash.

Aug. 31 — Butler Auto Auction, Gibsonia, Pa., and Minneapolis Auto Auction, Plymouth, Minn.

Ford Motor Co.

Aug. 16 — Harrisonburg Auto Auction, Harrisonburg, Va.

Aug. 17 — Concord Auto Auction, Acton, Mass.; Aptco Auto Auction, Taylor, Mich.; and Lakeland Auto Auction, Lakeland, Fla.

Aug. 18 — Baltimore-Washington Auto Exchange, Baltimore; Denver Auto Auction, Aurora, Colo.; Texas Hobby Auto Auction, Houston; Southwest Auto Auction, Chandler, Ariz.; Skyline Auto Exchange, Fairfield, N.J.; and 166 Auto Auction, Springfield, Mo.

Aug. 24 — Northway Auto Auction, Clifton Park, N.Y.; Albuquerque Auto Auction, Albuquerque, N.M.; Clanton's Auto Auction, Darlington, S.C.; Mississippi Auto Auction, Hattiesburg, Miss.; and Southern California Auto Auction, Fontana, Calif.

Aug. 25 — Greater Chicago Auto Auction, Chicago, and St. Louis Auto Auction, Bridgeton, Mo.

Aug. 30 — Bay Cities Auto Auction Inc., Hayward, Calif.

Aug. 31 — Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Lakeland Auto Auction, Lakeland, Fla.

Sept. 1 — Nashville Auto Auction, Nashville, Tenn., and Skyline Auto Exchange, Fairfield, N.J.

General Motors

Aug. 16 — Southern Auto Auction, East Windsor, Conn.; Dallas Auto Auction, Grand Prairie, Texas; and South Seattle Auto Auction, Kent, Wash.

Aug. 17 — Atlanta Auto Auction, Atlanta; Clanton's Auto Auction, Darlington, S.C.; Mississippi Auto Auction, Hattiesburg, Miss.; Omaha Auto Auction, Omaha, Neb.; and Riverside Auto Auction, Riverside, Calif.

Aug. 18 — Arena Auto Auction, Chicago; Ohio Auto Auction, Grove City, Ohio; St. Louis Auto Auction, Bridgeton, Mo.

Aug. 23 — A.D.E. of Birmingham, Moody, Ala.; Florida Auto Auction of Orlando, Ocoee, Fla.; and National Auto Dealer Exchange, Bordentown, N.J.

Aug. 24 — Indianapolis Auto Auction, Indianapolis; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Aug. 25 — Butler Auto Auction, Gibsonia, Pa.; Aptco Auto Auction, Taylor, Mich.; Big H Auto Auction, Houston; Nashville Auto Auction, Nashville, Tenn.; and Colorado Auto Auction, Commerce City, Colo.

Aug. 26 — Nevada Auto Auction, Las Vegas, Nev.

Aug. 30 — Southern Auto Auction, East Windsor, Conn., and Dallas Auto Auction, Grand Prairie, Texas

Aug. 31 — Atlanta Auto Auction, Atlanta; Baltimore-Washington Auto Exchange, Baltimore; Clanton's Auto Auction, Darlington, S.C.; Southern California Auto Auction, Fremont, Calif.; and Omaha Auto Auction, Omaha, Neb.

Used Car Sales
Auction Averages

July 88	$5,848
Month ago	$6,237
Year ago	$6,052

Model Breakdown
Auction Averages

	AUGUST 1988	JULY 1988	JUNE 1988
1988	$10,119	$11,408	$12,545
1987	$7,772	$8,407	$8,668
1986	$7,484	$6,830	$7,327
1985	$5,684	$5,881	$5,801
1984	$4,320	$4,378	$4,534
1983	$3,681	$3,718	$3,727
1982	$2,524	$2,464	$2,529
1981	$1,944	$1,952	$1,932
Overall Average	$5,994	$5,855	$5,800

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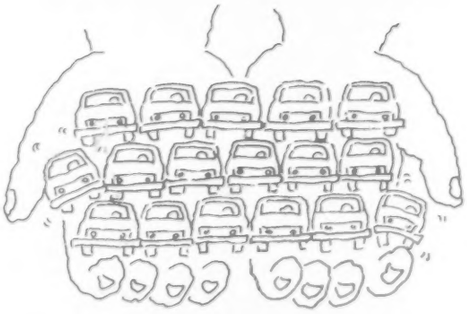

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AIADA says free-trade pact would cut U.S.-Japan friction

WASHINGTON — The American International Automobile Dealers Association believes the United States and Japan could reduce trade friction by entering into a free-trade agreement similar to that reached between the United States and Canada.

Testifying during an International Trade Commission hearing on the possible benefits of a free-trade agreement with Japan, AIADA President Robert McElwaine, said, "The possibility of a U.S.-Japan free-trade agreement warrants greater respect and consideration than it is presently receiving."

McElwaine expressed the belief that a U.S.-Japan free-trade agreement eliminating tariff and non-tariff barriers — such as the Japanese voluntary restraints on automobile exports to the United States and the 25 percent U.S. tariff on light-duty trucks — would "lead to a decline in the U.S. deficit and would help ameliorate the large trade imbalance between the U.S. and Japan."

Domestic vehicle manufacturers, who have repeatedly supported the continuation of Japanese restraints on passenger-car exports and protective tariffs for the U.S. light truck market, were not represented at the ITC hearing.

The Senate Finance Committee asked the International Trade Commission to study the benefits and drawbacks of a possible free-trade agreement with Japan, but the commission's study is for informational purposes only.

The United States and Japan are not formally discussing a free-trade agreement, although a number of U.S. officials have speculated that a free-trade agreement might be beneficial for both countries.

Inventory of imports at '88 low

But slower sales hike days' supply

By Philly Murtha
AUTOMOTIVE NEWS STAFF REPORTER

Despite a 15 percent falloff in July deliveries, foreign carmakers reported the leanest import-car stocks of the calendar year on Aug. 1. The total, however, was equivalent to a 61-day supply, compared to a 58-day supply on July 1.

Inventories of Japanese cars were slightly slimmer, while German automakers reported fatter stocks at the beginning of August, compared with the previous month.

Inventories of unsold imported cars totaled 631,517 on Aug. 1, which was only 3,180 units heavier than last year's 628,337. The year-ago total represented a 54-day supply.

Stocks were 2,626 units lower than a month ago. On July 1, there were 634,143 unsold imported cars, representing a 58-day supply.

The domestic-car stockpile, which was reported in Automotive News last week, totaled 1,406,740, representing a 58-day supply. Combined stocks of unsold domestic and imported cars totaled 2,038,257 units, equal to a 60-day supply. A 60-day supply is considered desirable, according to manufacturers and dealers.

August opened with a reduced supply of imported trucks. The total was 183,988 units, a 68-day supply, compared with 193,290 on July 1, an 81-day stockpile. On Aug. 1, 1987, truck inventories totaled 218,013, a 66-day supply.

There was a slight dip in the number of imported cars and trucks on Aug. 1 at ports of entry, in transit within the United States and at dealerships. Combined import vehicle stocks totaled 815,505 cars and trucks, a 63-day supply compared with last month's 827,433, a 66-day supply. A year ago, there were 846,350 cars and trucks, equal to a 57-day supply.

The Big 3 started August with combined domestic and import car stocks representing supplies of 57 to 77 days. The three major Japanese firms with transplant operations here — Toyota, Nissan and Honda — had combined stocks equivalent to 13- to 82-day supplies of cars.

They shared combined inventories as follows: General Motors, 38.78 percent; Ford Motor Co., 21.29 percent; Chrysler Motors, 14.02 percent; Nissan, 5.99 percent; Toyota, 2.15 percent; and Honda, 1.32 percent.

The Aug. 1 inventory share by country was: Japan, 62.90 percent; Germany, 14.57 percent; and other countries, 22.53 percent.

Japanese carmakers had a 17-day supply of cars on Aug. 1.

Isuzu's stocks were reduced, although its unsold cars represented a sluggish 134-day supply on Aug. 1. Nissan's inventory of unsold cars represented a 95-day supply, although stocks were down 5.27 percent.

Sharing the lowest inventories were Toyota with 8.32 percent fewer cars and a 17-day supply, and Honda, which had more unsold cars than it did a month ago but a lower 14-day supply.

IMPORT DAYS' SUPPLIES

	Aug. 1 '88	July 1 '88	Aug. 1 '87
Chevrolet	96	88	142
Chrysler/Mitsubishi	141	104	88
Acura	48	43	33
Daihatsu	71	73	—
Honda	14	15	10
Isuzu	134	129	66
Mazda	46	47	41
Mitsubishi	89	86	43
Nissan	95	80	84
Subaru	90	91	83
Toyota	17	20	25
JAPAN	52	54	53
Audi	198	125	56
BMW	83	76	67
Mercedes-Benz	50	41	50
Merkur	59	93	62
Porsche	89	89	114
VW*	121	83	62
GERMANY	96	75	63
Alfa Romeo	91	93	62
Fe,,a	119	117	124
Hyundai	45	32	26
Jaguar	44	51	20
Peugeot	54	66	90
Pontiac	89	63	59
Eagle/Renault	493	292	286
Saab	70	67	61
Sterling	89	90	66
Volvo	89	67	70
Yugo	105	227	82
Other Countries	74	63	51
Total Import Cars	81	58	54
Isuzu	121	131	118
Mazda	98	65	73
Mitsubishi	110	111	43
Nissan*	73	82	107
Range Rover	48	51	22
Suzuki	75	187	24
Toyota	31	43	43
Chrysler	140	114	78
Total Imp. Trucks	58	81	66
Total Imp. Vehicles	63	62	57

*—includes domestic vehicles.

Confirming the low Japanese inventory numbers was Jerry Schiele, owner of Elmhurst Imports and Westlake Import Motors, Elmhurst, Ill.

"The biggest problem for us is to get more product," he said. "Sales have been excellent. Toyota car sales are up 65 percent and trucks are up 95 percent — quite simply because we had more cars. Saab, Subaru and Peugeot are winding down. We've sold out of Subaru."

German carmakers carried over a fifth, or 22.70 percent, more cars on Aug. 1 than on July 1. Audi's stocks were up 12.30 percent and were equal to a swollen 198-day supply. Volkswagen's inventory bulged 50.87 percent above the prior month's and was equivalent to a 121-day supply.

Other foreign-based carmakers reduced inventories. Hyundai had 4.36 percent fewer cars in stock, although its days' supply increased to 45 days, from 32 days on July 1. Yugo decreased its stocks by 17.60 percent and reduced its days' supply by half, to 105 days' worth of unsold cars compared with 227 in the previous month.

A few dealers acknowledged the short Japanese stocks and fat German car inventories. "We have a 30-day supply of Mazdas. We usually keep a 60-day supply. However, we've got a year's worth of Audis and Volkswagens. June and July were slow but August has been brisk," said Harvey Gray, sales manager, Continental Imports, Joplin, Mo.

"Sales are still soft. But since the rebate program, we're seeing improvement," said a Massachusetts Nissan dealer. "We're off about 25 units a month and have a 50-day supply. We like to keep a 45-day supply."

Imported truck stockpiles declined 4.81 percent, from an 81-day supply in July to a 68-day supply at the beginning of August.

Suzuki had 20.15 percent more vehicles in stock on Aug. 1, but due to stronger July sales, its average days' supply was whittled down to 75 days, compared with 187 days at the beginning of July.

PRICES

FROM PAGE 1

ment that prices were increased this year to partially recover higher materials, labor and manufacturing costs.

Price changes for comparably equipped models range from none on the Pontiac LeMans and Cadillac Allante to increases of up to $1,000 on the Cadillac DeVille, which has been redesigned for the 1989 model year. The largest percentage increase is for the Pontiac Safari station wagon at 6.6 percent. GM's high-volume A-cars (Chevy Celebrity, Pontiac 6000, Olds Cutlass Ciera and Buick Century) will see an average price increase of 3.5 percent.

GM continues the pricing strategy it adopted in the 1988 model year. That strategy virtually eliminates bare-bones models and makes standard the equipment that customers order most often. Other makers also employ that technique.

In the 1989 model year, for example, air conditioning will become standard on the Pontiac Firebird Formula and Trans Am, Chevrolet Caprice sedan and the GM10 cars — the Pontiac Grand Prix, Oldsmobile Cutlass Supreme and Buick Regal. GM said that 99 percent of the buyers of those models purchase air conditioning as optional equipment.

The base price of the Pontiac Grand Prix for 1989 is $13,899, an 11 percent, or $1,360 increase over the 1988 base price of $12,539. Air conditioning and rear shoulder belts are standard for 1989. GM said the Grand Prix will be 3 percent, or $405, more than a comparably equipped 1988 model.

The base price of the 1989 Chevrolet Corsica notchback sedan is $9,985, up from the 1988 base price of $9,555. With upgraded tires and rear shoulder belts (standard for 1989), the same Corsica would have been $9,642 in 1988, GM said.

GM will continue its strategy of grouping options in packages on most of its models and offering the buyer a discount for purchasing the options in a package instead of ordering them individually. GM has said option packages make both car-ordering and manufacturing easier and more efficient. GM said savings from manufacturing efficiencies can be passed along to buyers.

The best discounts on option packages for 1989 are on the Chevrolet Camaro and Pontiac Firebird. GM said that a Camaro RS equipped with the most popular options, which in 1989 have been packaged into a group, will cost $12,227 this year compared with $12,922 last year.

Stempel said a comparison of introductory prices of new 1989 models and year-end prices for comparably equipped 1988 models shows an average increase of only 1.7 percent due to option package discounts. Aggressive incentives have also been in place throughout much of the 1988 model year.

The 1989 tentative car pricing at Chrysler includes all models except the Plymouth Laser coupe and Plymouth Acclaim and Dodge Spirit sedans, which will debut in January 1989.

Firm 1989 prices are expected to be announced by early October.

Chrysler's most significant pricing actions in 1989 affected the Chrysler New Yorker and Dodge Dynasty luxury sedans and the America compacts and subcompacts. Specifically, the Dodge Dynasty LE carries the largest increase — 11.2 percent compared to base prices in 1988 and 4.4 percent on a comparably equipped basis. The tentative 1989 retail price of the Dynasty LE is $13,595.

Omar Matt, manager of Chrysler's pricing and competitive analysis, said the increase reflects the addition of a V-6 engine and four-speed automatic transaxle as standard equipment in 1989.

"There were large equipment changes made standard," Matt said. "In addition, we believe the vehicle at the time it came out was underpriced."

Chrysler is leaving unchanged, however, the retail prices of the Chrysler New Yorker and New Yorker Landau which are tentatively set at $17,416 and $19,509, respectively. The prices remain unchanged even though Chrysler is adding as standard its new four-speed automatic transaxles. The models previously carried a three-speed.

"This is a direct attempt to gain market share," Matt said.

Significantly, the 1989 model year pricing indicates that Chrysler has had to reverse its strategy in pricing its America series — the Dodge Omni/Plymouth Horizon America models and the Dodge Aries/Plymouth Reliant America models.

Tentative prices increased $500 on each of the America models in 1989.

When the subcompacts were introduced in 1986, Chrysler heralded its approach of packaging equipment to streamline model offerings and reduce prices. Aries and Reliant prices, for example, were cut by more than $1,300 when introduced as America models. However, the company now admits the tactic backfired because customers continued to expect financing incentives.

"We took major downpricing action on those vehicles when they were introduced," Matt said. "We thought the magnitude of those reductions and the inclusion of standard equipment would prevent us from having to incentivize those vehicles. Unfortunately, we could not do that in this competitive environment. We had pretty well cut our margins down to the bare bones, so when you have to incentivize it really hurts."

The Omni/Horizon subcompacts will tentatively increase 8.3 percent to $6,495 in 1989 and the Aries/Reliant compacts 7.1 percent to $7,495.

"Basically, our strategy is to still try to be the low-pricer out there but to try to get back a little bit in margins with the understanding that the market expects incentives," Matt said.

Chrysler said that it has absorbed and has not passed on to customers — at least directly — the cost of installing air bags as standard equipment on six 1989 models: Dodge Daytona and Diplomat, Chrysler LeBaron coupe and convertible and Fifth Avenue and Plymouth Gran Fury.

Chrysler also said dealer discounts in 1989 will continue at 1988 levels.

Chrysler's price increases in 1989 follow three years during which company executives have maintained Chrysler has "underpriced the industry fairly significantly."

Chrysler said it raised prices an average of 1.7 percent overall on its 1988 models. But on a comparably equipped basis, it said it actually reduced prices by about 1 percent.

Matt also said that Jeep price increases for 1989 will be "in the three to four percent range."

However, the $8,995 price of the Jeep Wrangler S entry-level sport utility vehicle will remain unchanged in 1989, he said.

Matt said prices of Dodge Caravan and Plymouth Voyager minivans will increase "in the range of 3.5 percent" on a comparably-equipped basis in 1989. However, base versions will rise only 2 to 2.5 percent on a comparably equipped basis, he said.

On a base price-to-base price basis, Caravan/Voyager is tentatively rising 3.9 percent to $11,312, the SE edition 3.9 percent to $12,039 and the LE edition 3.8 percent to $13,987.

The Grand Caravan/Grand Voyager price is tentatively rising on a base-to-base basis 4.4 percent in the SE version to $13,061 and 5.5 percent in the LE version to $16,362.

LIBERTY

FROM PAGE 1

source said.

"It's going to be the highest-tech machine they can afford to put together," said an industry source familiar with the project. "It will get everything technology can bring it."

The LH series is now moving out of the jurisdiction of the Liberty Project. Chrysler has called Liberty its most advanced product development program for testing new approaches to design, production, technology, quality and cost management.

"Liberty is a methodology," said a company source. "Liberty now goes on to the next project."

G. Glenn Gardner, chairman of Diamond-Star Motors, said representatives from that Chrysler-Mitsubishi joint venture are meeting monthly with staffers from Liberty and Chrysler's manufacturing staff. Diamond-Star, Normal, Ill., is viewed by Chrysler as a manufacturing testbed.

"The new Jefferson North plant in Detroit and the new cars coming that will go into that plant will reflect a lot of the things that we learned at Diamond-Star," Gardner said.

However, another high-ranking Chrysler source said putting the LH platform in the Jefferson plant is still tentative.

"About a year and half ago, we started regular meetings with the staff of Chrysler Executive Vice President for Manufacturing Richard E. Dauch," Gardner said. "Then about three months later, we started meetings with Liberty at Chrysler. We have monthly meetings with those areas. One month we go there. One month they come here."

He continued: "There are a lot of unique features in the way Diamond-Star puts cars together. We are looking at it in the next new car that Chrysler puts together.

"Liberty is Chrysler's effort to make sure that a vehicle is designed to fit the plant and the process that it goes in, rather than bending the process to make the vehicle.

"The car design and the plant have got to be a marriage. Before, we sort of had a shotgun wedding. The Liberty and the Jefferson North project . . . when those two go together, it is indeed a marriage, and the two have blended themselves into a facility to turn out a product.

"The facility and the design and engineering of the product are married together in a way that is most productive and provides the best quality that they know how to produce," Gardner said.

Car output highest in four weeks

By Kathy Boyer
AUTOMOTIVE NEWS STAFF REPORTER

Last week's targeted domestic auto production totaled 98,658, the highest weekly output in four weeks as plants continued to resume output after downtime for model changeover.

Scheduled production of cars last week was 19.08 percent more than the prior week's 82,853 and 24.86 percent more than the year-ago week's 79,015.

The year-ago week's output was also affected by downtime for changeover.

Companies split last week's estimated production as follows: General Motors, 45.32 percent; Ford Motor Co., 31.10 percent; Honda of America Manufacturing Inc., 7.78 percent; Chrysler Motors, 5.17 percent; Mazda Motor Manufacturing (U.S.A.) Corp., 4.41 percent; New United Motor Manufacturing Inc., 3.29 percent; and Nissan Motor Manufacturing Co. U.S.A., 2.93 percent.

Truckmakers scheduled 70,335 units last week. The total was 9.31 percent more than the previous week's 64,346 and 5.87 percent more than the year-ago week's 66,436.

GM will build its 370,168th Pontiac Fiero tomorrow at its Pontiac, Mich., plant and then shut down the plant permanently due to sluggish sales of the sports car. A total of 2,063 workers will lose their jobs.

Slow sales are also affecting GM's Oldsmobile Cutlass Supreme built at the Doraville, Ga., plant. Workers were originally told that they would be temporarily laid off for changeover from July 18 until Aug. 1; however, the plant did not reopen until today. There was a 143-day supply of the new GM10 model on Aug. 1.

GM's Detroit-Hamtramck plant remains idle for model changeover until Aug. 24. Its Van Nuys, Calif., plant reopened today and its Framingham, Mass., facility is slated to resume output Thursday.

Ford's Lorain, Ohio, plant remains closed until early October for model changeover.

Chrysler's Sterling Heights, Mich., plant resumed output today after being down for changeover.

Canada doubles car production

Canadian car production was targeted at 14,023 units last week, more than double the prior week's 6,162 and almost four times the year-ago week's 3,729. Line speeds are accelerating after shutdowns for changeover.

The previous week's and year-ago week's builds were affected by downtime for changeover and vacations.

Truck output was slated at 12,106 last week, 53.18 percent more than the prior week's 7,903 but 8.46 percent below the year-ago week's 13,225.

General Motors' Oshawa, Ontario, car plant resumed output last week after being idle for model changeover.

Volvo's plant in Halifax, Nova Scotia, plant remains closed until Aug. 22 for vacation.

U.S. CAR	Week Ended Aug. 13, 1988	Week Ended Aug. 15, 1987	Week Ended Aug. 6, 1988	Aug. to Date	Jan. 1 to Aug. 13, 1988	Jan. 1 to Aug. 15, 1987
Alliance	0	0	0	0	0	15,994
Total Eagle	0	0	0	0	0	15,994
Horizon	0	0	0	0	53,889	32,997
Sundance	0	1,273	2,873	2,873	65,468	58,663
Reliant	0	3,078	0	0	56,260	70,201
Caravelle	0	654	0	0	9,087	31,292
Gran Fury	100	0	0	100	15,147	3,808
Total Plymouth	100	5,005	2,873	2,973	199,851	196,961
LeBaron K	0	946	0	0	7,912	45,785
LeBaron J	700	918	0	700	46,403	70,194
LeBaron GTS	0	648	289	289	6,005	25,009
N. Yorker E-Class	1,200	1,672	612	1,812	1,812	49,743
N. Yorker C-Class	0	0	0	0	63,233	0
Fifth Avenue	600	0	0	600	16,394	32,038
Total Chrysler	2,500	4,184	901	3,401	141,759	222,769
Omni	0	0	0	0	52,602	28,363
Daytona	700	653	0	700	45,664	33,909
Shadow	0	1,404	2,496	2,496	64,152	60,397
Aries	0	2,645	0	0	54,570	66,300
Dodge 600	0	555	0	0	8,549	28,032
Dynasty	1,600	0	777	2,377	61,743	0
Lancer	0	362	180	180	5,806	15,676
Diplomat	200	0	0	200	12,568	6,754
Total Dodge	2,500	5,619	3,453	5,953	305,656	239,433
CHRYSLER MOTORS	5,100	14,808	7,227	12,327	647,266	675,157
Escort	10,256	5,725	7,481	17,737	238,492	233,183
Mustang	2,374	3,077	3,409	5,783	124,426	132,314
Tempo	2,511	0	3,622	6,133	116,626	99,830
Taurus	8,026	5,243	6,528	14,554	244,131	261,946
Thunderbird	0	3,032	0	0	90,246	101,199
Total Ford Div.	23,167	17,077	21,040	44,207	813,921	828,472
Lynx	0	0	0	0	0	21,352
Topaz	1,052	0	1,524	2,576	44,035	32,858
Cougar	0	1,995	0	0	69,686	89,689
Sable	2,690	1,399	2,184	4,874	83,637	83,500
Total Mercury	3,742	3,394	3,708	7,450	197,358	227,399
Continental	1,264	0	818	2,082	27,021	9,610
Mark VII	623	650	417	1,040	14,647	16,667
Lincoln	1,889	3,252	1,246	3,135	80,561	83,921
Total Lincoln	3,776	3,902	2,481	6,257	122,229	110,198
Total L-M Division	7,518	7,296	6,189	13,707	319,587	337,597
FORD MOTOR CO.	30,685	24,373	27,229	57,914	1,133,508	1,166,069
Skyhawk	110	734	4	114	10,065	17,511
Skylark/Somerset	311	300	0	311	28,483	37,410
Century	745	2,027	121	866	65,189	106,919
Regal (rwd)	0	10	0	0	0	29,235
Riviera	0	0	0	0	3,642	8,501
Electra	1,193	1,770	749	1,942	53,241	56,357
LeSabre (fwd)	2,360	1,963	1,464	3,824	78,923	83,073
LeSabre (rwd)	125	73	172	297	6,421	5,940
Reatta	0	0	0	0	5,455	0
Total Buick	4,844	6,877	2,510	7,354	251,419	344,946
Cimmaron	0	5	0	0	3,693	7,489
Eldorado	0	0	0	0	23,410	12,720
Seville	0	0	0	0	14,488	10,534
Brougham (rwd)	610	1,662	350	960	19,283	41,807
Deville (fwd)	0	0	0	0	97,287	90,573
Allante	0	154	0	0	1,135	3,108
Total Cadillac	610	1,821	350	960	159,296	166,231
Cavalier	6,518	0	3,934	10,452	222,184	204,851
Camaro	0	2,325	0	0	54,287	74,836
Celebrity	3,338	0	1,839	5,177	111,614	192,484
Corsica/Beretta	9,360	8,036	8,880	18,240	250,217	194,916
Monte Carlo	0	0	0	0	0	42,027
Caprice	4,450	1,586	4,130	8,580	129,728	120,474
Corvette	440	0	452	892	13,638	18,083
Total Chevrolet	24,106	11,947	19,235	43,341	781,668	847,671
Calais	529	361	0	529	65,779	69,973
Firenza	0	304	0	0	5,230	2,468
Cutlass Ciera	0	0	0	0	13,551	99,968
Cutlass Supreme	0	1,489	0	0	90,480	46,721
Toronado	0	0	0	0	10,209	10,127
88 (fwd)	2,755	756	2,311	5,066	95,090	109,936
88 (rwd)	255	0	225	480	7,650	10,656
Olds 98	1,058	1,954	652	1,710	46,835	38,797
Total Oldsmobile	4,597	4,864	3,188	7,785	334,824	397,240
Sunbird	1,017	0	1,269	2,286	65,110	60,295
Grand Am	2,214	0	838	3,052	141,384	149,576
Firebird	0	1,165	0	0	37,613	50,825
Grand Prix	2,283	0	0	2,283	74,199	0
Pontiac 6000	1,983	0	1,123	3,106	46,044	48,689
Bonneville	2,425	0	1,858	4,283	68,286	79,946
Safari/Parisienne	135	135	130	265	5,064	6,306
Fiero	488	0	494	982	13,083	20,689
Total Pontiac	10,545	1,300	5,712	16,257	450,783	416,326
GENERAL MOTORS	44,702	26,809	30,995	75,697	1,977,990	2,172,414
HONDA	7,680	6,409	7,454	15,134	226,262	209,606
Civic	2,660	2,238	2,336	4,996	63,850	68,993
Accord	5,020	4,171	5,118	10,138	162,412	140,613
MAZDA†	4,351	0	3,814	8,165	67,860	0
NISSAN	2,890	2,579	2,882	5,772	64,765	82,548
NUMMI	3,250	4,037	3,252	6,502	98,165	124,795
Corolla	1,200	896	1,174	2,374	35,950	26,142
Nova	2,050	3,141	2,078	4,128	62,215	98,653
VOLKSWAGEN	0	0	0	0	35,595	43,129
Golf/GTI	0	0	0	0	30,042	34,775
Jetta	0	0	0	0	5,553	8,354
Total Cars, U.S.	98,658	79,015	82,853	181,511	4,251,411	4,473,718
Total Cars, Canada	14,023	3,729	6,162	20,185	673,019	475,473
U.S., Canada Cars	112,681	82,744	89,015	201,696	4,924,430	4,949,191
U.S., Canada Cars and Trucks	195,122	162,405	161,264	356,386	8,016,966	7,819,212

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes the MX-6 and Ford Probe.

CANADIAN CAR	Week Ended Aug. 13, 1988	Week Ended Aug. 15, 1987	Week Ended Aug. 6, 1988	Aug. to Date	Jan. 1 to Aug. 13, 1988	Jan. 1 to Aug. 15, 1987
Eagle	0	—	0	0	0	—
Premier	0	—	0	0	38,984	—
CHRYSLER MOTORS	0	109	0	0	38,984	3,410
Escort	0	—	0	0	0	—
Lynx	0	—	0	0	0	—
Tempo	3,690	—	2,022	5,712	111,336	—
Topaz	1,845	—	911	2,756	40,475	—
Crown Victoria	2,662	—	1,093	3,755	79,372	—
Grand Marquis	2,789	—	1,146	3,935	79,702	—
FORD MOTOR CO.	10,986	2,662	5,172	16,158	310,888	293,361
Celebrity	270	—	70	340	13,311	—
Cutlass Ciera	1,077	—	266	1,343	156,497	—
Cutlass Supreme	0	—	0	0	0	—
Grand Prix	0	—	0	0	0	—
Pontiac 6000	0	—	0	0	29,675	—
Regal	360	—	0	360	94,999	—
GENERAL MOTORS	1,707	502	336	2,043	294,482	163,845
Civic	1,330	—	654	1,984	22,449	—
Accord	0	—	0	0	1,828	—
HONDA	1,330	456	654	1,984	24,277	8,440
VOLVO	0	0	0	0	4,388	6,417
Total Cars, Canada	14,023	3,729	6,162	20,185	673,019	475,473

U.S. TRUCK☆	Week Ended Aug. 13, 1988	Week Ended Aug. 15, 1987	Week Ended Aug. 6, 1988	Aug. to Date	Jan. 1 to Aug. 13, 1988	Jan. 1 to Aug. 15, 1987
Caravan	1,700	—	1,001	2,701	57,474	—
Dakota	1,500	—	830	2,330	64,564	—
Mini-Ram Van	0	—	58	58	8,797	—
Pickups	1,500	—	827	2,327	43,043	—
Total Dodge	4,700	7,169	2,716	7,416	173,878	159,313
Cherokee	500	—	0	500	106,121	—
Commanche	2,400	—	0	2,400	29,401	—
Grand Wagoneer	200	—	0	200	8,415	—
Pickups	0	—	0	0	0	—
Wagoneer	100	—	0	100	6,332	—
Total Jeep	3,200	4,900	0	3,200	150,269	136,937
Voyager	1,600	—	960	2,560	53,304	—
Total Plymouth	1,600	—	960	2,560	54,057	—
CHRYSLER MOTORS	9,500	12,069	3,676	13,176	385,468	296,250
Aerostar	4,472	—	4,030	8,502	122,391	—
Bronco	366	—	175	541	35,195	—
Bronco II	2,888	—	2,827	5,715	79,227	—
Econoline	4,700	—	4,124	8,824	145,452	—
Heavy trucks	1,462	—	1,447	2,909	41,174	—
Light trucks	7,568	—	8,348	15,916	303,305	—
Ranger	6,313	—	7,361	13,674	217,875	—
Total Ford Div.	27,769	24,837	28,312	56,081	944,619	920,211
FORD MOTOR CO.	27,769	24,837	28,312	56,081	944,619	920,211
Astro	2,768	—	3,053	5,821	109,408	—
Blazer	0	—	0	0	16,593	—
Mediums/Heavies	1,012	—	1,000	2,012	12,584	—
P-Model	614	—	0	614	24,875	—
Pickups	6,541	—	6,550	13,091	214,352	—
S-10	5,079	—	5,025	10,104	185,617	—
S-10 Blazer	2,268	—	2,410	4,678	104,448	—
Sportsvan/Van	2,171	—	1,976	4,147	58,662	—
Suburban	0	—	0	0	44,569	—
Total Chevrolet	20,453	17,783	20,014	40,467	771,108	725,685
Jimmy	0	—	0	0	4,822	—
Mediums/Heavies	367	—	503	870	24,486	—
P-Model	331	—	0	331	3,640	—
Pickups	2,005	—	1,689	3,694	66,355	—
S-15	1,041	—	778	1,819	41,861	—
S-15 Jimmy	1,932	—	2,088	4,020	30,060	—
Safari	692	—	774	1,466	27,815	—
Suburban	0	—	0	0	19,689	—
Vandura/Rally Vans	91	—	397	488	21,640	—
Total GMC	6,459	5,229	6,229	12,688	240,368	243,521
GENERAL MOTORS	26,912	23,012	26,243	53,155	1,011,476	969,206
NAVISTAR	2,014	1,661	1,951	3,965	53,079	44,998
NISSAN	1,390	2,107	1,414	2,804	61,276	52,093
AM GENERAL*	450	450	450	900	14,310	8,910
MISCELLANEOUS*	2,300	2,300	2,300	4,600	73,140	73,300
Total Trucks, U.S.	70,335	66,436	64,346	134,681	2,543,368	2,364,968

CANADIAN TRUCK	Week Ended Aug. 13, 1988	Week Ended Aug. 15, 1987	Week Ended Aug. 6, 1988	Aug. to Date	Jan. 1 to Aug. 13, 1988	Jan. 1 to Aug. 15, 1987
Caravan	2,810	—	1,859	4,669	85,493	—
Mini-Ram Van	170	—	117	287	8,209	—
Ram Wagon	575	—	507	1,082	14,828	—
Ram Van	1,475	—	1,336	2,811	39,520	—
Total Dodge	5,030	6,852	3,819	8,849	148,050	252,341
Voyager	2,140	—	1,324	3,464	76,847	—
Total Plymouth	2,140	—	1,324	3,464	76,847	—
Wrangler	1,018	—	874	1,892	29,582	—
Total Jeep	1,018	778	874	1,892	29,582	20,392
CHRYSLER MOTORS	8,188	7,630	6,017	14,205	254,479	272,733
FORD MTR. (lt. trks.)	3,648	3,388	1,689	5,337	100,138	92,829
Light trucks	0	—	0	0	88,669	—
Vans	0	—	0	0	35,105	—
Total Chevrolet	0	—	0	0	123,774	—
Light trucks	0	—	0	0	45,386	—
Vans	0	—	0	0	18,604	—
Total GMC	0	—	0	0	63,990	—
GENERAL MOTORS	0	1,981	0	0	187,764	133,768
NAVISTAR	270	226	197	467	6,787	5,723
Total Trks., Canada	12,106	13,225	7,903	20,009	549,168	505,053
U.S., Canada Trks.	82,441	79,661	72,249	154,690	3,092,536	2,870,021

☆—Includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.